



Meeting Minutes	April 7, 2016	Cutter Gallery
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In attendance: Stephanie Marlin-Curiel, Barbara Costa, Adria Arch, Jonathan Hyde, Carla Dorato, and Amy Mongeau (cultural liaison)

Absent: Aimee Taberner and Leland Stein

The meeting was called to order at 7:55pm.

- **Minutes** of ACAC's March 9, 2016, meeting were approved as amended.
- **Cultural District public meeting:** The March 30 meeting at ACA had a strong turnout, and it generated lots of enthusiasm. Among the many ideas: strong support for a web site with subscription feeds. The Managing Partnership plans to delineate specific tasks and responsibilities. C. Dorato discussed the need to upgrade the design and consistency of business signage within the proposed district. Next steps: complete the MCC application and get the resolution before the BOS for approval and signature.
- **Communication with Arlington Cultural Council:** A question has been raised about why ACC was not part of the Cultural District Managing Partnership. Answer: ACC was invited by ACAC to be part of the process at its inception but ACC decided it was not an appropriate role for them. It was agreed to invite Karin Blum and Merle Guerra from ACC to the next ACAC meeting to discuss how to strengthen the relationship between the two organizations. Related, S. Marlin-Curiel suggested it might be a good idea if all cultural organizations that receive Town funding get together once a year to coordinate funding requests.
- **ACAC Annual Report:** B. Costa and S. Marlin-Curiel presented highlights of the report to the BOS on March 21.
- **A-TED Website:** Ted Peluso plans to underwrite the estimated \$2,500 cost of building the new site, and he has asked the Chamber of Commerce whether they are willing to manage the site with financial support generated by sponsorships and ads.
- **ACAC Website:** It has proved challenging to maintain the cultural events calendar; the site has limited use because ACAC does not have the resources to develop a marketing campaign. Future of the site will be discussed at the next meeting and/or when the timetable and scope of the A-TED site is known.

- **Planning Director meeting:** B. Costa, S. Marlin-Curiel, A. Arch, and J. Hyde will meet with Jenny Raitt on April 29. Agenda items:

Upcoming MAPC funding deadline in June

Funding sources for cultural planning, the Cultural District and public art generally (parking meters? other ideas)

Staffing support (Arts and Culture Coordinator, marketing, webmaster, grant writer, cultural plan manager/implementer).

Ideas from March 30th Cultural District Meeting

Streetscape & business signage

Art in vacant storefronts

Artists in on the ground floor of planning projects (such as Mass Ave/Broadway Plaza)

Percent for art

- **Pole banners:** ACAC sent a letter of support for installation of pole banners for A-Town Jazzfest. Great success: 5th year, now 3 days and 5 venues.
- **Americans for Arts:** ACAC is now a member; each ACAC members can access information, research, on Americans for the Arts Website. ACAC agreed attendance at the Annual Conference, June 17-19, in Boston, would be very helpful for future cultural planning initiatives: unanimous vote to spend \$425 on one full attendance.
- **Other:** B. Costa will contact Doug Heim about potential to rollover funds to FY17. S. Marlin-Curiel will contact Jenn Erikson re status of MAPC grant application.

Meeting adjourned at 9:20pm